

KCEN-TV, KAGS-LD¹
EEO PUBLIC FILE REPORT
April 1, 2011 – March 31, 2012²

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

JOB TITLE	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Web Producer	1-13, 16, 27	13
Newscast Director	1-6, 9, 11, 13, 15	22
Editor	1-5, 7-10, 14, 16, 27	1
Editor	1-5, 7-10, 14, 16, 27	5
Producer/Editor	1-11, 15-16, 22, 27	22
Anchor/Producer	1-6, 9, 13, 15-17, 21, 24, 26-28, 30-37	21
Meteorologist	1-6, 9, 13, 15-17, 21, 24, 26, 28, 30-37	6
Sports Anchor/Reporter	1-6, 9, 13, 15-17, 21, 24, 26-28, 30-37	21
Sports Anchor/Reporter	1-6, 9, 13, 15-17, 21, 24, 26-28, 30-37	5
Video Journalist	1-6, 9, 13, 15-17, 24, 26-28, 30-37	27
Video Journalist	1-6, 9, 13, 15-17, 24, 26-28, 30-37	4
Video Journalist	1-6, 9, 13, 15-17, 24, 26-28, 30-37	1
Account Executive	1-5, 9, 13, 15, 20, 26-28, 30-37	27
Reporter	1-6, 9, 13, 15-17, 26-28, 30-37	1
Meteorologist	1-6, 9, 13, 15-17, 26-28, 30-37	6
Anchor/Reporter	1-6, 9, 13, 15-17, 26-28, 30-37	6
General Sales Manager	1-5, 7, 9, 13, 15, 26-28, 30-31, 33-39	27
Chief Engineer	1-5, 7, 9-10, 13, 15, 26-28, 30-31, 33-39	1
Director	1-6, 9-10, 13, 15-16, 26-28, 30-37	5
Account Executive	1-5, 7, 9, 13, 15, 26-28, 30-31, 33-37	27
Military Reporter	1-6, 9, 13, 15-17, 26-28, 30-37	27
Anchor/Reporter	1-6, 9, 13, 15, 26-28, 30-31, 33-37	4
Broadcast Technician	1-5, 9-10, 14-16, 20, 26-28, 30-37, 40	27
Creative Assistant/Photographer/Editor	1-6, 9-11, 13-16, 26-28, 30-33, 35-37	27
Weekend Anchor/Reporter	1-6, 9, 13, 15-17, 26-28, 30-37, 40	4
Sports Anchor/Reporter	1-6, 9, 13, 15-16, 26-28, 30-37, 40	4
Editor	1-6, 9-11, 13-16, 26-28, 30-37, 40	4
Photojournalist	1-6, 9-11, 13-16, 26-28, 30-37, 40	27
Reporter	1-6, 9, 11, 13, 15, 26-28, 30-37, 40	1
Reporter	1-6, 9, 11, 13, 15, 26-28, 30-37, 40	4
Multi-Media Journalist	1-6, 9-11, 13-16, 26-28, 30-37, 40	6

¹ As of May 16, 2011, KMAY-LD changed its call sign to KAGS-LD.

² This report reflects recruitment activity beginning March 22, 2011 through March 21, 2012.

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II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	KCEN Website www.kcentv.com	N	23
2	London Broadcasting Company Corporate Website www.londonbroadcastingcompany.com	N	0
3	KCEN Internal Posting (Station bulletin board)	N	0
4	Broadcast Employment Services www.tvjobs.com	N	16
5	Texas Association of Broadcasters www.tab.org	N	10
6	Medialine www.medialine.com	N	22
7	Waco Tribune Herald PO Box 2588 Waco, TX 76702 Contact: Grace Allen Phone: 254-757-5757	N	4
8	Temple Daily Telegram 10 South 3rd St Temple, TX 76501 Contact: Jane Moon Phone: 254-778-4444 Email: janerm@tdtnews.com	N	0
9	Texas Workforce Commission www.workintexas.com	N	0
10	Texas State Technical College 3801 Campus Dr Waco, TX 76705 Contact: Rob Wolaver Phone: 1-800-792-8784 www.waco.tstc.edu	N	0
11	University of Mary Hardin-Baylor 900 College St Belton, TX 76513	N	1

	Contact: Don Owens Phone: 254-295-8642 Fax: 254-295-4710 www.careerservices.umhb.edu/employer		
12	Temple College Career Services 2600 S 1 st St Temple, TX 76504 Phone: 254-298-8282 Fax: 254-298-8277 Email: Randy.Baca@Templejc.edu	N	0
13	Baylor University Career Services One Bear Place #97036 Waco, TX 76798 Phone: 254-710-3771 Fax: 254-710-3770 Email: hireabear@baylor.edu www.bayloee.edu/casreerservices	N	1
14	Central Texas College Bldg 111, Rm 208 PO Box 1800 Killeen, TX 76540 Phone: 254-526-1106, ext 1702 Fax: 254-526-1480 www.etc.tcobl.com	N	0
15	University of Texas Career Services 1 University Station A0901 CMA3-102 Austin, TX 78712-0110 Contact: Christina Worle Phone: 512-471-9421 Fax: 512-232-1722 www.myinterfase.com/utccs/employer/home.aspx	N	0
16	Connecticut School of Broadcasting 9600 Great Hills Trail Ste #200 E Austin, TX 78759 Contact: Randy Ahrens Phone: 512-340-1420 Email: csbaustin@gocsb.com	N	0
17	Collective Talent 1721 W Richardson Pl Tampa, FL 33606 Contact: Michael Bille Phone: 813-254-9695 www.collectivetalent.com	N	0
18	b-roll.net television photography 1623 D St NE Washington, DC 20002 Contact: Kevin Johnson	N	0

	Phone: (202) 470-5396 Fax: (270) 837-3491 www.b-roll.net		
19	Killeen Daily Herald PO Box 1300 Killeen, TX 7654-1300 Phone: 254-634-2125	N	0
20	The Bryan Eagle 1729 Briarcrest Drive Bryan, TX 77802 Contact: Brenda Garcia Phone: 979-776-4444 Fax: 979-774-0547 Email: Brenda.Garcia@theeagle.com	N	1
21	Broadcast Image Group 7744 Broadway, Ste 100 San Antonio, TX 78209 Phone: 210-828-6664 Fax: 210-828-6225	N	3
22	Internal Transfer/Promotion	N	2
23	Walk-In / Self Referral	N	0
24	Temple College Job Fair 2600 South First Street Temple, TX 76504 Contact: Scott McKay Phone: 254-200-2037 Email: scottm@workforcelink.com	N	0
25	Tooker & Company Central Texas Job Fair Contact: Ken Tooker Phone: 254-753-3041 Fax: 254-755-6055 Email: ken@tookerco.com	N	0
26	Texas A&M University Career Center 209 Koldus, 1233 TAMU College Station, TX 77843 Phone: 979-845-5139 Fax: 979-845-2979 Email webmaster: careercenter.tamu.edu www.hireaggies.com	N	0
27	Word-of-Mouth Referral	N	24
28	Abilene Christian University ACU Box 27914 Abilene, Texas 79699 Phone: 325-674-6540 www.acu.edu/careerlink	N	0
29	Amarillo Hispanic Chamber of Commerce PO Box 1861 Amarillo, TX 76105 Contact: Marie Maestas	N	0

	Phone: 806-379-8800 Fax: 806-376-7873		
30	Dallas Black Chamber of Commerce 2838 MLK Jr. Blvd Dallas, TX 75215 Contract: Reginald Gates Phone: 214-421-5200 Fax: 214-421-5510	N	0
31	Fort Worth Hispanic Chamber of Commerce 1327 N. Main St Fort Worth, TX 76106 Contact: Rosa Navejar Phone: 817-625-5411 Fax: 817-625-1405	N	0
32	Hill College 112 Lamar Dr Hillsboro, TX 76645 Contact: William Auvenshine Phone: 254-659-7658 Email: carrerservices@hillcollege.edu	N	0
33	Houston NAACP 2002 Wheeler Houston, TX 77004 Contact: EEO Officer Phone: 713-526-3389 Fax: 713-630-2699	N	0
34	The Hispanic Chamber of Commerce 823 Congress Ave, Ste 1330 Austin, TX 78701 Contact: Claudia Olivares Phone: 512-476-7502 Fax: 512-476-6417	N	0
35	Central TX Hispanic Chamber 501 Franklin Ave Ste 806 Waco, TX 76701 Contact: Sonia Fuentes Phone: 254-754-7111 Fax: 254-754-3456 Email: sonia@wacohispanicchamber.com	N	0
36	LULAC Central TX P.O. Box 3296 Temple, TX 76507 Contact: David A Martinez Phone: 254-931-0826 Email: tacomart49@yahoo.com	N	0
37	Temple NAACP P.O. Box 3296 Temple, TX 76507 Contact: William Leak Phone: 254-778-2909	N	0

	Email: Vleak97177@aol.com		
38	TVNews Check News Check Media LLC P.O. Box 565 Chatham, NJ 07928 Contact: Phil Kirk / Sales Manager Phone: 516-674-4914 Fax: 610-896-1858 Email: pkirk@newscheckmedia.com www.TVNewscheck.com	N	0
39	Broadcasting & Cable 28 E. 28 th St 12 Floor New York, NY 10016 Contact: Zahra Majma Phone: 212-378-0400, ext 517 Email: zmajma@nbmedia.com	N	0
40	Texas Christian University P.O. Box 32930 Fort Worth, TX 76129 Contact: Anatha Babbili Phone: 817-921-7425 Fax: 817-921-7133 www.acu.csm.symplicity.com/employers	N	0

TOTAL INTERVIEWEES OVER REPORTING PERIOD

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative	Brief Description of Activity and Scope of Broadcaster's Participation
1	Participate in event/program sponsored by or on behalf of an educational institution relating to careers in broadcasting	On March 23, 2011, one of our SEU's anchors spoke at a Career Day event held at Rappaport Academy in Waco, TX, discussing careers in broadcasting. Students were given the opportunity to ask questions.
2	Participate in Job Fair	On April 13, 2011, our SEU participated in the Spring Job Fair at Temple College in Temple, TX. This job fair was open to the community. Our HR Manager distributed information about the station, job opportunities and application procedures.
3	Host event/program for a community organization relating to careers in broadcasting	On April 28, 2011, one of our SEU's meteorologists hosted a Job Shadowing Program student from Lorena High School in Lorena, TX who is interested in becoming a meteorologist.
4	Participate in Job Fair	On October 4, 2011, our SEU participated in the Fall Career Job Fair at University of Mary Hardin-Baylor in Belton, Texas targeted towards their graduating students. Our HR Manager distributed information about the station, job opportunities and application procedures.
5	Participate in Job Fair	On November 16, 2011, our SEU participated in the Fall Job Fair at Temple College in Temple, Texas. This job fair was open to the community. Our HR Manager distributed information about the station, job opportunities and application procedures. Further, the station donated air time by running :30 spots to promote the job fair.
6	Participate in event/program sponsored by or on behalf of an educational institution relating to careers in broadcasting	On November 3, 2011, two of our SEU's anchors spoke to a Mass Media class at the University of Mary Hardin Baylor in Belton, TX, discussing careers in broadcasting and the excitement of working in television. A question and answer period followed the presentation.
7	Participate in Job Fair	On March 21, 2012, our SEU participated in the TAB Career Expo at Texas State University in San Marcos, TX. Our HR Manager distributed information about the station, job opportunities and application procedures.